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"FLOWERLAND"

250 So. La Brea

Telephone
Whitney 1141

6209
**PAUL J. HOWARD'S
HORTICULTURAL ESTABLISHMENT**

OPERATED BY
PAUL J. HOWARD, Californian
Landscape Architect
Los Angeles, California

RECORDED
FEB 7 1931 ★
U. S. Department of Agriculture.

January 17, 1931

Dear Friend:

Special PRE-SALE Courtesies
to our Customers

Exclusively for those like yourself who are listed among our patrons, we are making this pre-sale offer.

Full sale discounts will be allowed you for three days preceding the opening of our Great Readjustment Sale, which begins January 26.

This means that you will have first choice of all our wonderful stocks before our spacious grounds are thrown open to the general public. This is a money-saving opportunity that will delight every lover of gardens and all things that go to make up beautiful surroundings for our homes.

A word about the "Why" of this great sale. Economic readjustment is the imperative order of the day. Readjustments in stocks as well as in prices are among the practical means of bringing better times.

In step with the movement shared in by national and local leaders, we are doing our part to restore fuller activity to channels of trade.

We hope to see you during the pre-sale period, namely January 22 (Thursday) to January 24 (Saturday), inclusive.

Very cordially,

PAUL J. HOWARD

IMPORTANT:--If possible bring this letter with you as a means of quick identification, showing you are entitled to Pre-Sale Courtesies.

READJUSTMENT SALE!

PERENNIAL FLOWERING PLANTS

Superior sturdy plants, pot grown, and this is the best time for planting them:

JAPANESE ANEMONES. Pink, white and red. Regular 35c each, \$3.50 per dozen. **NOW 33 1/3% OFF**

AQUILEGIA (Columbine). Lovely hybrids. Regular \$1.50 per dozen, \$10.00 per hundred. **NOW 50% OFF**

CAMPANULA (Canterbury Bells). Blue, pink, white and lilac. Regular \$1.00 per dozen, \$7.50 per 100. **NOW 50% OFF**

DIGITALIS (Foxglove). Various colors. Regular \$1.00 per dozen, \$7.50 per 100. **NOW 50% OFF**

GAILLARDIA GRANDIFLORA. Mixed. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 50% OFF**

GEUM. Red or yellow. 4" pots. Regular \$2.50 per dozen, \$18.00 per 100. **NOW 50% OFF**

HOLLYHOCKS. Double varieties. Large, 4" pots. Regular \$2.50 per dozen, \$18.00 per 100. **NOW 50% OFF**

MYOSOTIS (Forget-Me-Not). Deep Blue. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**

PENTSTEMON. Sensation mixed. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 50% OFF**

PRIMULA. Various lovely primroses. Beautiful plants. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**

IRIS. Beautiful German Iris in many unusual colors. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**

Terms of This Sale

The following terms of our Readjustment Sale will obtain during the three days of Pre-Sale courtesies to customers:

All goods will be delivered to purchaser in first class condition but owing to the marked reductions, no further responsibility can be assumed.
 Reductions do not apply to our planting or other service charges.
 Owing to drastic reductions no discounts can be allowed to dealers, on our sale prices.
 Our establishment is not open Sunday, but is open every week day, 8 a. m. to 6 p. m.

IMPORTANT NOTICE

During this sale **UNIVERSAL REDUCTIONS** obtain. These pages contain only a few examples. Space does not permit us to itemize the hundreds and hundreds of items in our regular stock now drastically reduced.

CANNAS. Handsome varieties. Large clumps in gallon cans. Regular 35c each, \$3.50 per doz. **NOW 50% OFF**

ANNUAL BEDDING PLANTS

All in 2 1/4 inch pots. Extra strong plants.

STOCKS AND SNAPDRAGONS. Separate colors. Regularly 75c per dozen, \$5.00 per 100. **NOW 50% OFF**

CALENDULAS. Orange and lemon. Regular 75c per dozen, \$5.00 per 100. **NOW 50% OFF**

CINERARIA. The finest hybrids. Regular \$1.50 per dozen, \$10.00 per 100. **NOW 33 1/3% OFF**

SCHIZANTHUS HYBRIDS (Butterfly Flower). Regular 75c per dozen, \$5.00 per 100. **NOW 33 1/3% OFF**

GODETIA. Separate colors. Regularly 75c per dozen, \$5.00 per 100. **NOW 50% OFF**

LARKSPUR. Separate colors. Regularly 75c per dozen, \$5.00 per 100. **NOW 50% OFF**

TREES

All of our fine specimen trees in large boxes are included in this great sale. This is a wonderful opportunity to obtain large trees at a price all can afford.

COCOS PLUMOSA PALMS 33 1/3% Discount.
 \$ 7.50 trees **NOW \$ 5.00**
 10.00 trees **NOW 6.67**
 150.00 trees **NOW 100.00**

MONTEREY PINES (Pinus insignis). Specimens in many sizes—
 One specimen, formerly \$175.00 **NOW \$110.00**
 One specimen, formerly \$125.00 **NOW \$ 85.00**

\$ 50.00 trees **NOW \$ 25.00**
 35.00 trees **NOW 17.50**
 1.50 to \$3.50 trees **NOW 50% OFF**
 Other prices reduced in like manner.

CEDRUS DEODARA. The beautiful Himalayan Cedar.

Trees that were \$35.00 **NOW \$20.00**
 Trees that were \$110.00 **NOW \$75.00**
 Other sizes from \$2.50 to \$150.00 **NOW 33 1/3% OFF**

AVOCADOS. Boxed trees, many of bearing size. Two bearing trees that were \$125.00 **NOW \$50.00**

Nice specimens in 16" boxes, priced at \$10.00 and \$12.50 each **REDUCED TO \$5.00 AND \$6.25**

Tub specimens, formerly \$5.00 and \$7.50 **NOW \$2.50 AND \$3.50**

ORIENTAL SYCAMORES. Large shapely trees, for immediate shade. Were \$125.00 **NOW \$50.00**

CALIFORNIA SYCAMORES. Large, picturesque trees. Regular \$45.00, \$75.00, \$90.00 and \$110.00 **NOW 50% OFF**

OAKS. The California Live Oak. Two fine trees, were \$125.00 **NOW \$90.00**

WHITE BIRCH. One of the most beautiful of all trees. A fine selection of large specimen trees. A fine selection of large specimens, and \$500.00 trees. **NOW 50% OFF**

PEPPER TREES. Thrifty specimens in 16" boxes. Formerly \$7.50 **REDUCED 20%**
 Trees in 5 gallon containers, were \$2.00 **NOW \$1.00**

CAMELLIA. Valuable large trees of this scarce and beautiful flowering subject. A rare opportunity to purchase them **AT 50% DISCOUNT**

ITALIAN CYPRESS. All trees, from 50c to \$50.00 **AT 50% DISCOUNT**

SHRUBBERY

All shrubs in one-gallon containers at 50% discount, and less. Many varieties at 15c and 25c each.

BUDDLEIA (Summer Lilac). **NOW 15c EACH**
COTONEASTER. Several species **NOW 15c EACH**
DURANTA. A beautiful blue-flowering shrub **NOW 25c**

ESCALLONIA. Pink flowering **NOW 20c EACH**
EUONYMUS. Green or golden, fine for borders, hedges, or specimen shrubs **NOW 15c EACH**
HIBISCUS. A variety of choice colors **AT 50% DISCOUNT**
DRACAENA **NOW 25c EACH**

Excellent shrubbery in 5 gallon containers at 50c, 75c and \$1.00 each.

Fine field grown, balled specimens. These are superior in every way to those grown in cans.

ABELIA. 18 to 20 inches in height **NOW 75c EACH**

DIOSMA (Breath of Heaven). Formerly \$1.50 **NOW \$1.00**

VERONICA LOBELOIDES (Blue) **75c EACH**

JUNIPERUS TAMARICIFOLIA (Prostrate Juniper). Regular price \$2.00 **NOW \$1.00 EACH**

Field grown, boxed shrubs.

Large and well shaped.

CALLISTEMON SPECIOSA (Red Bottle Brush). in 14 inch boxes, were \$4.50 **NOW \$2.25**

DURANTA. 12 inch boxes, were \$3.50 **NOW \$1.25**

PITTOSPORUM TOBIRA. 14 inch boxes, were \$4.50 **NOW \$2.00**

HIBISCUS. Large plants, were \$3.50 **NOW \$1.75**

ARBOR-VITAE. Beautifully grown specimens in many sizes **DRASTICALLY REDUCED**

Architects, Builders and Contractors

This Readjustment Sale offers a rare opportunity to secure large specimen trees and shrubs for immediate effects in planting.
 Never again is it likely that you can enjoy such low prices and such a varied stock to choose from.

READJUSTMENT SALE!

ROSES 20% DISCOUNT

Our wonderful stock of over 200 varieties of superior field grown, bush and climbing roses, dormant, including all of our most beautiful novelties and the best of the well known roses, at 20% discount.

LARGE CLIMBERS in 5 gallon cans, formerly \$1.50
NOW \$1.20

TREE ROSES. The finest stock we have ever had,
regular price \$2.50, \$3.00, and \$3.50 each
AT 10% DISCOUNT

FRUIT TREES

DECIDUOUS TREES, such as Apples, Peaches, Figs, etc., regularly 75c each, \$6.50 for 10
NOW AT 10% DISCOUNT

ORANGES, LEMONS, GRAPEFRUIT, regularly \$2.50
NOW \$2.25

A special lot of Washington Navel and Valencia oranges, extra special at 95c each.

BULBS

Every garden can now be filled with these lovely spring and summer flowering bulbs.

ANEMONES AND RANUNCULUS. Large size,
NOW 25c per dozen, \$1.25 per 100

FREESIAS. Lovely colored freesias.
NOW 15c per dozen, \$1.00 per 100

IXIAS. **NOW 15c per dozen, \$1.00 per 100**

SPANISH IRIS. Most graceful, rivaling orchids in beauty. **NOW 50c per dozen, \$3.50 per 100**

BABY GLADIOLUS. Very early flowering.
NOW 25c per dozen, \$1.50 per 100

NARCISSUS, DAFFODILS, AND JONQUILS. A grand mixture of these most charming of spring flowers, including varieties that regularly sell for \$3.50 per dozen,
NOW 50c per dozen, \$2.50 per 100

TULIPS. A mixture of the best named varieties in a wide range of colors
NOW 35c per dozen, \$1.50 per 100

GLADIOLUS. Large flowering varieties
AT 20% DISCOUNT

Mixed gladiolus
NOW 25c per dozen, \$1.50 per 100

POTTERY

Including all of our most attractive Italian, French, English and American potteries for home, and patio uses.

Many foreign pieces priced far below actual cost.

LOCAL GLAZED POTS for patio and garden, while the present stock lasts **AT 20% DISCOUNT**

GARDEN SETS, Benches, Bird Baths, Urns, and Vases
AT 20% DISCOUNT

Many fine **MARBLE PIECES,** originally priced very low
NOW REDUCED 10%



PAUL J. HOWARD'S Horticultural Establishment

250 South La Brea Avenue
LOS ANGELES, CALIF.

THE GREATEST MERCHANDISING EVENT IN OUR HISTORY